



February 18, 2021

ECD and MDLX Events Form Partnership.

East Coast Dyes Named Title Sponsor of Capital Lacrosse Classic

McLean, VA – February 18, 2021 – Madlax and East Coast Dyes have joined forces to create an exciting, new partnership and will roll out an annual lacrosse tournament called, **The ECD Capital Classic**, to be held June 26-27, 2021 at the Polo Grounds at Summerhill Farm, just outside Baltimore and Washington D.C. for boys' teams 2022-2031 of all levels.

ECD will bring their impressive social media reach and industry leading lacrosse equipment while MDLX Events, a subsidiary of Madlax that has managed lacrosse events since 2000, will handle all administration and operations. Together Madlax and ECD will roll out a new concept for this re-banded tournament. Teams and players who attend will receive elite video media attention from ECD and Madlax media teams, two of the best video editors in lacrosse now known for their eye-catching edits. Winning Teams, players and MVP's will receive ECD products. ECD plans to bring an RV to showcase their products, hold competitions and offer fun and excitement not found at most events.

"ECD is such a well-recognized brand in the lacrosse industry for social media and equipment and the Capital Classic has been a summer tournament for over 10 years so this tournament partnership is a natural fit and will rejuvenate the event immediately. Players and teams will notice enhanced social media attention, something not found at many lacrosse tournaments. We know ECD will add to the excitement and fun as teams compete at a unique lacrosse setting on a polo field." remarked Madlax President and Founder, Cabell Maddux.

East Coast Dyes began as a pioneer in lacrosse mesh business and has evolved into a top manufacturer of elite lacrosse products serving the men's and women's games. "We have hoped to enter the tournament market for a while so partnering with Madlax, who has a proven track record of running first class events, was an ideal opportunity. We plan to offer an event where players, coaches and parents all have a great overall experience. The entire ECD crew cannot wait to load up the RV and get out on the field for the inaugural event this summer." added ECD President and Co-Founder, Greg Kenneally.

This two-day event attracts teams from across the country. Seattle Starz (WA), ADVNC (CA), MESA (MD), and 7 Flames (GA) have already registered along with teams from Madlax-Capital and Madlax-DMV. *Registration and additional information are on www.mdlxevents.com/ecdclassic.*

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ECD Capital Classic Website: www.mdlxevents.com/ecdclassic

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